



## A look at MISSOURI'S TRADE WITH

# Mexico

AGRICULTURE.MO.GOV

### Opportunities

- One of the largest growing total markets in Mexico is pet food. With an estimated growth of 6.6% in the next five years, Missouri's pet food producers have significant opportunity to take advantage of this market in which demand is increasing yearly.
- Mexico's total market for packaged foods is around \$48 billion, which is expected to grow 2.1% in the next five years. This growth is estimated to add over \$1 billion to their total market.
- Mexico is the top destination for international visitors to the North America region, which has led to the rapid expansion of hotels and restaurants. This opens several possibilities for food and beverage products of high quality and value to the industry.

Sources: USDA, FAS, Export.gov



## MEXICO'S PACKAGED FOOD \$48 BILLION

EXPECTED GROWTH 2.1% IN NEXT FIVE YEARS

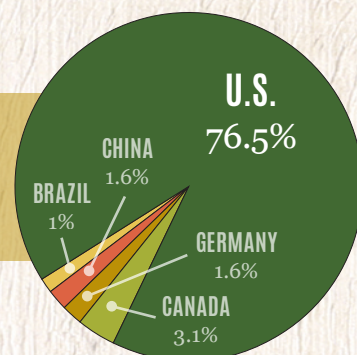
## TRADE POLICY

The United States and Mexico are members of the **United States-Mexico-Canada Agreement**. This agreement modernizes the 24-year-old NAFTA agreement and maintains duty-free treatment for originating goods.

Through the **USMC Agreement**, the U.S. and Mexico agree to not use export subsidies or **World Trade Organization (WTO)** special agricultural safeguards, improve transparency regarding food security and use measures that have minimal trade distorting effects.

Mexico has a network of 12 free trade agreements with 46 countries, including trade partners in the European Union, Japan, the Pacific Alliance and Central America.

## MEXICO'S TOP TRADE PARTNERS



## MEXICO IS THE WORLD'S 4TH LARGEST FEED INDUSTRY

Running at 85% capacity and expanding at 2.5% annually.

## TRADE BARRIERS



**Mexican customs law is very strict regarding proper submission and preparation of customs documentation.**

Errors in paperwork can result in fines and even confiscation of merchandise as contraband.



**Mexico may require information from companies that relates to proprietary formulas.** The information is limited to what is necessary to achieve legitimate objectives. The confidential information is protected in the same manner for domestic and imported products.

## STRICT LABELING REQUIREMENTS IMPOSED BY MEXICO FOR IMPORTED U.S. PRODUCTS

Some of the key requirements are name of product or merchandise, business name and address of importer, warning of hazardous materials, country of origin and complete labeling in Spanish.



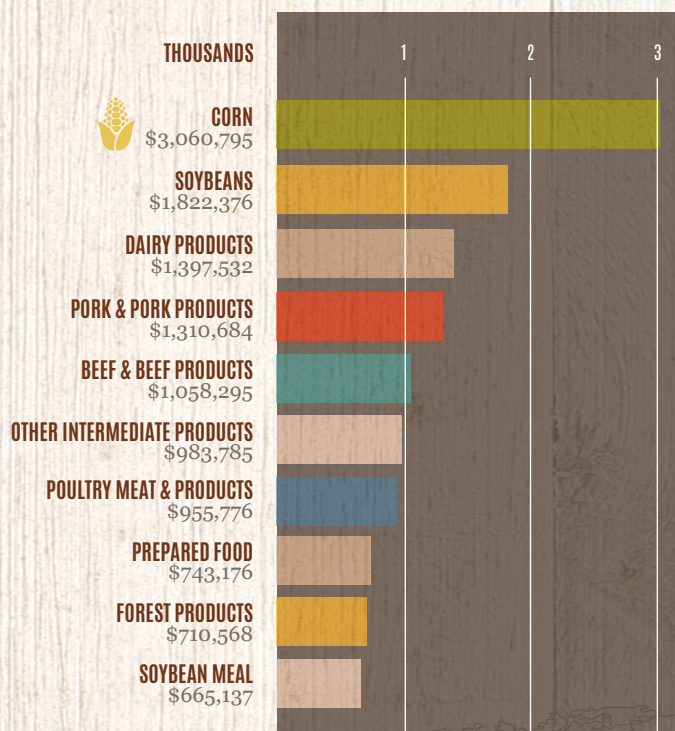


# EXPORTING TO *Mexico*

**MEXICO IS THE #2 IMPORTER**  
OF U.S. AGRICULTURAL PRODUCTS



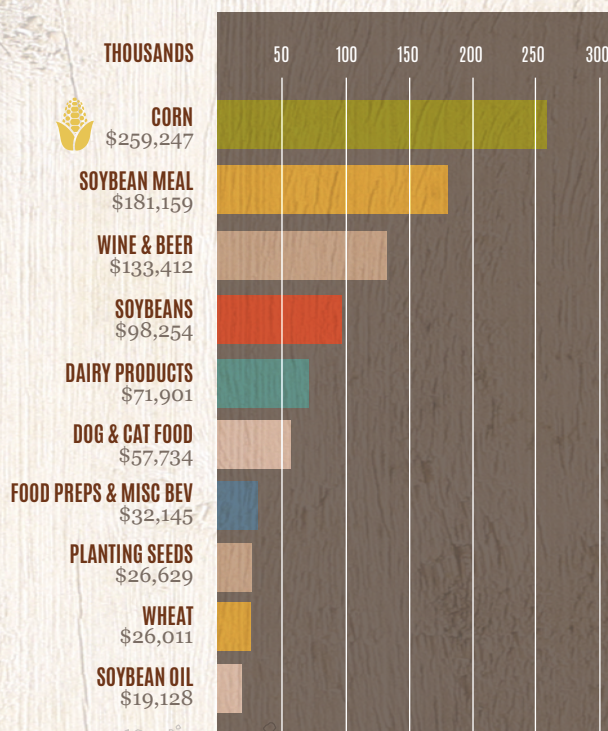
## TOP 10 UNITED STATES AGRICULTURAL EXPORTS TO MEXICO



Source: USDA 2018 GATS



## TOP 10 MISSOURI AGRICULTURAL EXPORTS TO MEXICO



Source: USDA 2018 GATS



**\$20 BILLION**  
THE TOTAL VALUE OF EXPORTS  
TO MEXICO FROM THE U.S.